

<ul style="list-style-type: none"> <input type="checkbox"/> Identifies a few environmental influences as well as success factors and makes an average attempt to explain the effects of those influences and how management are responding to those influences. <input type="checkbox"/> Describes the key business functions and other aspects of the business and probably does not relate them to the goals. <input type="checkbox"/> Has an average appendix and makes average use of those resources in the task. 	9-12 C
<ul style="list-style-type: none"> <input type="checkbox"/> Writes a less than average report but with identifiable problems with structuring and sequencing of content. <input type="checkbox"/> Has a narrow range of primary and/or secondary sources of information. <input type="checkbox"/> Less than average use of business terminology throughout the task. <input type="checkbox"/> May or may not have a mission statement and simply lists some goals. <input type="checkbox"/> A less than average attempt to classify the business and not accurate in parts. <input type="checkbox"/> Makes a less than average attempt to explain the advantages and/or disadvantages of the location of the business. <input type="checkbox"/> May simply describe the history of the business rather than explain the life cycle stage of the business. <input type="checkbox"/> Lists environmental influences and/or success factors with less than average explanation of those influences and factors. <input type="checkbox"/> Briefly describes some key business functions and/or other aspects of the business and tending to be more descriptive (rather than analytical). <input type="checkbox"/> Has a limited appendix and shows less than average use of those resources in the task. 	5-8 D
<ul style="list-style-type: none"> <input type="checkbox"/> A very limited business research project with many problems with structure and sequencing of content. No clear business report style. <input type="checkbox"/> Poor primary and secondary source material <input type="checkbox"/> Incorrect business classification, life cycle. <input type="checkbox"/> No location map and the location is not evaluated. <input type="checkbox"/> Ignores or just lists environmental influences. And success factors. <input type="checkbox"/> May simply describe the key business functions and other aspects of the business and missing one or more of the key business functions. <input type="checkbox"/> No appendix of resources is provided or written down. <input type="checkbox"/> No evidence of sources or referencing. <input type="checkbox"/> No clear structure or report format. 	1-4 E

Teacher Comments On Business Research Project (Case Study).

Teacher Signature: _____ **Mark:** /20 **Date:** _____